

1 I claim:

2

3 1) A system for displaying advertisements comprising:

4 a web browser which can retrieve files, interpret Javascript, and display web pages,

5 a first internet server which includes a web page that includes an advertising macro tag,

6 a second internet server which includes a Javascript file,

7 an advertisement server which provides advertisements in response to links from said  
8 browser,

9 said macro tag including a link to said second internet server,

10 said Javascript file including a link to said advertisement server,

11 whereby said Javascript file is executed and an advertisement is displayed each time said  
12 web browser accesses said web page.

13

14 2) The system recited in claims 1 wherein said macro tag has commands to access said  
15 advertisement server if said web browser does not have the capability of executing  
16 Javascript.

17

18 3) A system recited in claim 1 wherein said web pages contain HTML code.

19

20 4) A method of linking to an advertisement server from a web page,

21 including on said web page a macro tag with a link to a file on a command server, said file

22 including Javascript commands which link to said advertisement server, whereby

23 advertisements called for by said macro tag are displayed.

24

25 5) A system which includes browsers which link to a web pages, comprising

26 a command server which includes a command file with links to an advertisement server,

27 said web pages including macro tags which direct browsers to retrieve said command file

28 on said command server,

a 29 whereby said browsers are <sup>directed</sup> ~~direct~~ to retrieve advertisements from said advertisement server  
30 when they access a web page.

31

- 1 6) A system for displaying an advertisements on a user's computer in response to
- 2 commands in a macro tag on a web page which is accessed by an internet browser on
- 3 said user's computer, said system comprising,
- 4 a first server with a file that contains a series of commands that can be executed by said
- 5 browser,
- 6 a second server that contains said advertisement,
- 7 a link to said file in said macro tag,
- 8 a link to said second server in said file,
- 9 whereby when said macro tag is executed by said browser, said file is retrieved and said
- 10 link in said file is executed to retrieve said advertisement and to display said advertisement
- 11 on said user's computer.
- 12
- 13 7) The system recited in claim 6 wherein said file contains Javascript commands.
- 14
- 15 8) The system recited in claim 6 wherein said advertisement is a gif-image or a Java applet.
- 16
- 17 9) The system recited in claim 6 wherein said file contains Javascript.
- 18
- 19 10) In a system where <sup>user's</sup> user access web pages using a browser,
- 20 a web page that includes a macro tag with a reference to a file on a first server,
- 21 whereby said browser links to said file when said web page is processed by said browser,
- 22 said file including a link to an advertisement server having an advertisement in a file,,
- 23 whereby said advertisement is displayed by said browser when said file is processed by
- 24 said browser.
- 25
- 26 11) The system recited in claim 10 wherein said file contains Javascript.
- 27
- 28 12) The system recited in claim 10 wherein said macro tag contains a series of HTML
- 29 statements.
- 30
- 31 13) The system recited in claim 11 wherein said macro tag contains a series of HTML
- 32 statements.
- 33

